
SURVEY SELECTION AND DESIGN GUIDING QUESTIONS

These questions are designed to get you thinking about the role that a youth survey could or should play in your overall evaluation plan.

PART 1:

What is the primary purpose of your evaluation? Are there other (secondary) purposes?

How will a survey help you to accomplish this purpose (i.e., what question(s) will you try to answer with a survey)?

The **statement** I would like to make about my program based on survey results is:

How and with whom will I share my survey results?

PART 2:

OPTION 1:

Using your **statement** from Part 1, brainstorm some things that youth might **Do**, **Think**, and **Feel** if that statement were true.

Do	THINK:	FEEL:

OPTION 2:

If you are working from an existing survey or have a draft list of questions, consider each question on your survey in terms of the following checklist:

- ✓ Does this question provide useful information for program development?
- ✓ Does this question provide evidence of program impact?
- ✓ Does this question provide unique information (information not available elsewhere)?
- ✓ Does this question use the language that young people would use?
- ✓ Does this question avoid common pitfalls:
 - Ambiguous or unclear questions
 - Confusing wording
 - Double-barreled questions
 - Loaded or leading questions
 - Sensitive topics